

# USPS PROMOTIONS CALENDAR

# 2023

REGISTRATION PERIOD

PROMO PERIOD

PROMO NAME	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	SAVINGS*
TACTILE, SENSORY AND INTERACTIVE MAIL PIECE ENGAGEMENT	Registration: JAN 9 - JUL 31												UP TO <b>5%</b> DISCOUNT
	Promo Period: FEB 1 - JUL 31												
PERSONALIZED COLOR TRANSPROMO	Registration: JAN 9 - JUL 31												UP TO <b>3-4%</b> DISCOUNT
	Promo Period: FEB 1 - JUL 31												
EMERGING TECHNOLOGY & MOBILE SHOPPING (UPDATED)	Registration: MAR 15 - NOV 30												UP TO <b>3-4%</b> DISCOUNT
	Promo Period: MAY 1 - NOV 30												
REPLY MAIL IMBA (NEW)	Registration: MAY 15 - DEC 31												UP TO <b>3%</b> DISCOUNT
	Promo Period: JUL 1 - DEC 31												
INFORMED DELIVERY	Registration: JUN 15 - DEC 31												UP TO <b>4%</b> DISCOUNT
	Promo Period: AUG 1 - DEC 31												
RETARGET (NEW)	Registration: JUL 15 - NOV 30												UP TO <b>5%</b> DISCOUNT
	Promo Period: SEP 1 - NOV 30												

\*Approval and acceptance needs to be confirmed by the USPS prior to mailing. Savings percentages are estimates that will be confirmed at the time of mailing and are not guaranteed. ©2022 Production Solutions

